GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:6068
ANSWERED ON:27.04.2001
DECLINE IN TEA EXPORTS
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the tea exports from India witnessed rise in terms of volume but the value realization against the exports dropped;

(b) if so, the details in this regard for the last two years and the reasons therefor; and

(c) the corrective steps taken by the Government in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI OMAR ABDULLAH)

(a) & (b): The export of tea from India during the period April to February, 2001 has registered an increase in terms of quantum to the extent of 4.05 mn. kgs. but the value realisation has registered a decline of Rs. 200.67 crores over the corresponding period of previous year. The details of exports during this period are as follows:

Year	Quantity (in mn Kgs)	Value (in Rs. Crores)	Unit price realisation (In Rs per kg.)
2000-2001			
(April-Feb.)	180.79	1594.45	88.20
1999-2000			
(April-Feb.)	176.74	1795.12	101.50

The decline in terms of value of export has been mainly due to low unit price realisation, import of cheap teas by Russia, decline in the volume of export of value added teas etc.

(c): Tea Board is in constant touch with the tea industry to increase production of tea of exportable quality especially good quality teas of orthodox variety. Tea Board is also in touch with the Russian importers to operate expeditiously the agreement signed between Tea Board of India and the Russian Tea & Coffee Association and Russian Association of Tea Production in December,1998 for import of 100 mn. kgs of tea annually from India.

In addition to the above, Government/Tea Board has taken various steps to increase exports of tea which include, registration of Tea Board Logo and Speciality Tea Logo in major tea importing countries, remove bottlenecks in exports to individual markets, participation in major trade fairs/exhibitions abroad, field sampling at speciality stores and in principal markets, media campaign to increase consumer awareness of speciality Indian teas and to popularise the Tea Board marketing symbol, exchange of tea delegations etc.